

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----047555 021831Z /41

R 021723Z AUG 77
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO SECSTATE WASHDC 1201
AMEMBASSY PARIS
AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG
AMCONSUL ANTWERP

UNCLAS SECTION 01 OF 02 BRUSSELS 09238

E.O. 11652, NA
TAGS: BEXP, BE
SUBJECT: MOST PROMISING BELGIAN TRADE SHOWS FY 1978-1982

REF: (A) TELECON FIELD/HEIMANN 26 JULY; (B) BRUSSELS 3006;
(C) ANTWERP A-11 (D) MEMO BY KELLER TO BELGIAN
COMMERCIAL STAFF, JUNE 30 ON BEST PROSPECTS LIST;
(E) BRUSSELS 4958

FOR PETER FIELD, IMM-BENELUX

1. IN TERMS OF BELGIUM'S CAMPAIGNS, THE FOLLOWING SHOWS IN
FY 78 ARE THE MOST IMPORTANT. UNLESS OTHERWISE SPECIFIED,
ALL ARE HELD IN BRUSSELS.

A. OCTOBER 2-5, 1977 - HARDWARE/HOUSEWARE SHOW
B. OCTOBER 20-27, 1977 - MEDICAL & HOSPITAL EQUIP.SHOW
C. NOV. 28-DEC. 3, 1977 - INTERELECTRONIC
D. FEBRUARY 15-19, 1978 - EUROCLIMA
FEBRUARY 17-26, 1978 - BATIBOUW
E. MAY 24-31, 1978 - INT'L HARBOR CONGRESS,ANTWERP
F. MAY 31-JUNE 1, 1978 - INDUSTRIAL EQUIPMENT

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2. FOR FY 79 WE PROPOSED (REF. B) A FULL, TYPE 1 PRODUCT
DISPLAY WITH PARTICIPATION BY IMC PARIS AT PROPACK,
FEB. 13-18, 1979 OR, IF THAT WERE NOT POSSIBLE, AT
BATIBOUW, FEB. 79. IT APPEARS NOW THAT CONFLICTING
CLAIMS ON USDOC RESOURCES MAY MAKE BOTH OF THESE
SUGGESTIONS NOT POSSIBLE (REF. A). WE THEREFORE PROPOSE
THE FOLLOWING SHOWS FOR FULL-SCALE TYPE 1 PARTICIPATION

BY PARIS IMC.

3. FIRST CHOICE, MAY 19-23, 1979, IS AQUA-EXPO--
ENVIRONMENT TECHNIQUES--MUNICIPAL EQUIPMENTQUA-EXPO
IS THE FIRST INTERNATIONAL EXHIBITION FOR WATER
TECHNIQUES (COLLECTING, TREATING, CHANNELLING AND
DISTRIBUTION OF WATER). B) 3RD EXHIBITION OF ENVIRONMENT
PROTECTION TECHNIQUES IS BIENNIAL SHOW FEATURING ALL
TECHNIQUES RELATED TO ENVIRONMENTAL PROTECTION AND
ANTI-POLLUTION; LAST UFAW HAD 49 EXHIBITORS, 97 FIRMS
AND 14 COUNTRIES REPRESENTED, 20,000 VISITORS.
C) MUNICIPAL EQUIPMENT SHOW IS A BIENNIAL SHOW
FEATURING EQUIPMENT RELATED TO PUBLIC SERVICES; LAST
SHOW HAD 132 EXHIBITORS, 181 FIRMS AND 17 COUNTRIES
REPRESENTED, 20,000 VISITORS. THESE THREE SHOWS ARE
OPEN TO PROFESSIONALS ONLY. (ENVIRONMENT AND MUNICIPAL
EQUIPMENT WERE LAST HELD IN JUNE 1977 TOGETHER WITH
INTERMAT--CIVIL ENGINEERING--WHICH FROM NOW ON WILL
TAKE PLACE TOGETHER WITH BATIBOUW.) (SEE PARA 6).

4. SECOND CHOICE, DECEMBER 3-10, 1978, IS INTERNATIONAL
WOODWORKING SHOW, A BIENNIAL SHOW FOR PROFESSIONALS
FEATURING WOODWORKING TOOLS AND MACHINES. THIS SHOW
IS VISITED BY 90 OF BELGIAN WOODWORKING MARKET;
LAST SHOW HAD 117 EXHIBITORS, 286 FIRMS AND 15
COUNTRIES REPRESENTED, 28,000 VISITORS.
IF WOODWORKING SHOW IS CHOSEN, POST WILL WANT TO SHIFT
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WOODWORKING EQUIPMENT CAMPAIGN FROM FY 1980 TO FY 1979
(SEE REF. D). (A MARKET DATA SHEET, REF. C., HAS JUST
BEEN SENT BY ANTWERP ON WOODWORKING EQUIPMENT).
IN EXCHANGE, WE WOULD MOVE PORT AND HARBOR EQUIPMENT
AS CAMPAIGN FROM FY 1979 TO FY 1980. SEE ALSO PARA 5.
ANOTHER SHOW OF INTEREST IN TERMS OF OUR BUSINESS
EQUIPMENT AND SYSTEMS CAMPAIGN IS EQUIPORAMA SCHEDULED
TO BE HELD IN ANTWERP IN MARCH 1979. IF FRANCHISING
CAMPAIGN SHIFTS FROM 1980 TO FY 1979 (SEE PARA 6),
VISUMAT-FRANCHISING, SHOW SCHEDULED FOR FEB. 1979,
WOULD ALSO BE WORTH OUR PARTICIPATION IN SOME FORM
(SEE REF. E).

5. FIRST CHOICE FOR TITLE I DISPLAY MOUNTED BY IMC PARIS
IN FY 80 IS INTERNATIONAL HARBOR CONGRESS IN ANTWERP IN
MAY 1980. IF CHOSEN, WE WOULD WANT TO MOVE PORT AND
HARBOR EQUIPMENT AS CAMPAIGN FROM FY 79 TO FY 80,
IN EXCHANGE FOR WOODWORKING.

6. SECOND CHOICE FOR TITLE I DISPLAY IN FY 80 IS BATIBOUW/
EUROCLIMA/INTERMAT, FEB. 80. THIS SHOW COULD COVER
POST'S FY 80 CAMPAIGNS HEATING, VENTILATION AND AIR

CONDITIONING EQUIPMENT AND INSULATION AND SECURITY EQUIPMENT. WE WOULD ALSO WANT TO SHIFT BUILDING EQUIPMENT AND MATERIAL FROM FY 1979 IN EXCHANGE FOR FRANCHISING, WHICH WE WOULD MOVE FORWARD TO FY 1979 (SEE PARA 4). OTHER INTERESTING SHOWS WOULD BE SADIBEL -DIDACTIC EQUIPMENT- SCHEDULED FOR APRIL 1980 OR THE BIENNIAL SALON DE L'AUTO, JANUARY 1980, SINCE WE WILL BE INTRODUCING CAMPAIGNS IN BOTH THOSE FIELDS IN FY 80.

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INFO OCT-01 ISO-00 EB-08 /021 W
-----047609 021832Z /41

R 021723Z AUG 77
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO SECSTATE WASHDC 1202
AMEMBASSY PARIS
AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG
AMCONSUL ANTWERP

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7. NO CAMPAIGNS HAVE YET BEEN ESTABLISHED FOR FY 81 OR 82. WE SUGGEST AS FIRST CHOICE FOR A TYPE 1 PARTICIPATION BY IMC PARIS, INDUSELEC, SCHEDULED FOR NOVEMBER 1980 - A BIENNIAL PROFESSIONAL SHOW FEATURING INDUSTRIAL ELECTRICITY EQUIPMENT SUCH AS GENERATORS, TRANSFORMERS, CABINS, CABLES, ETC.; LAST 1976 SHOW HAD 130 EXHIBITORS AND WAS VISITED BY 20,000 PERSONS.

THE HARDWARE/HOUSEWARES SHOW, OCTOBER 1980, WOULD BE SECOND CHOICE AND SADIBEL--EDUCATION AND TRAINING AIDS, APRIL 1981, WOULD BE THIRD CHOICE.

8. FOR FY 82, POST SUGGESTS IMC PARIS TYPE 1 PARTICIPATION IN PROPACK, FEB. 1982 (ASSUMING THAT IT DOES NOT REPEAT NOT PARTICIPATE IN 1979 SHOW). SECOND CHOICE WOULD BE INDUSTRIAL EQUIPMENT SHOW, SCHEDULED FOR LATE MAY-EARLY JUNE 1982. OTHER POSSIBILITIES ARE INTERELECTRONIC IN NOVEMBER 1981 OR DIDACTA (OR SADIBEL IF

DIDACTA IS NOT HELD IN BELGIUM IN 1982), ASSUMING THAT
EDUCATION AND TRAINING WAS NOT COVERED IN FY 81 (SEE
PARA 7).

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9. COMMENT: PLEASE NOTE THAT ALL OF THE TRADE SHOW
MENTIONED, EXCEPT THOSE IN PARA ONE, ARE LIABLE TO
SHIFT DATES AND SOME SKIP A YEAR OR TWO OCCASIONALLY.
POST IS FORWARDING MORE COMPLETE LIST OF BELGIAN TRADE
SHOWS OF POTENTIAL INTEREST FOR U.S. PROMOTION,
FY 78-82. CHAMBERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 BRUSSELS 3006, 77 ANTWERP A-11
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1423995
Secure: OPEN
Status: NATIVE
Subject: MOST PROMISING BELGIAN TRADE SHOWS FY 1978-1982
TAGS: BEXP, BE
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/2cf19e4f-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009